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Better Marketing



Division of Marketing and Marketing Agreements

• • AGRICULTURAL • ADJUSTMENT • ADMINISTRATION • •

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NO. 1

40 MARKETING PROGRAMS IN EFFECT UNDER A. A. A.

Milk, Fruits, and Vegetables Included in Programs Affecting Wide Territory

A total of 40 marketing programs for milk, fruits, vegetables, nuts, and miscellaneous commodities were in effect April 1 under the provisions of the Agricultural Adjustment Act as amended. These programs operate under provisions of marketing agreements, licenses, or orders, or through agreements with licenses or orders.

Under the Agricultural Adjustment Act as amended last August, orders are being substituted for licenses. The Division of Marketing and Marketing Agreements has developed several programs under this new provision and other proposed programs involving milk, fruits, and vegetables are being promulgated at the request of producer and handler groups.

Marketing agreements and orders are in effect for walnuts grown in California, Oregon, and Washington, and for oranges and grapefruit grown in California and Arizona.

Orders are in effect for handlers of milk in the Boston, Mass., and St. Louis, Mo., milk sales areas.

Marketing agreements and licenses are in effect for California Gravenstein apples, California fresh asparagus, shippers of bees and queens, California deciduous tree fruits, evaporated milk, southeastern potatoes, California dried prunes, Connecticut Valley shade tobacco, Colorado fresh peas and cauliflower, western Washington vegetables, southeastern

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Hutson and Tapp Designated Assistant Administrators

J. B. Hutson, director of the northeast and east central divisions for the administration of the new Soil Conservation and Domestic Allotment Act, and Jesse W. Tapp, Director of the Division of Marketing and Marketing Agreements, have been named assistant administrators of the agricultural adjustment and related acts.

The appointments were announced by Acting Administrator Howard R. Tolley. Both appointments were recommended by Administrator Chester C. Davis before his departure for Europe to survey foreign agricultural conditions.

Mr. Tapp will continue in charge of marketing agreement programs, surplus removal, and other related activities under the Division of Marketing and Marketing Agreements.

West Coast Oranges Shipped Under Agreement Prorate Order

Weekly prorate orders issued by the Secretary of Agriculture from February 2 to March 28, inclusive, under provisions of the marketing-agreement program now in effect for the California-Arizona orange and grapefruit industry have authorized shipments of 8,370 carloads of navel and miscellaneous varieties of oranges and 37 carloads of Valencia's.

Proration of shipments under this marketing-agreement program is designed to adjust supplies of fruit sent to market to prospective demand conditions.

REGIONAL GROUPS ACT ON MARKET PROBLEMS

Reports Recommend Continuance Mar- keting Agreement Program; Sugges- tions Made on Handling Surpluses

Continuation of efforts to improve marketing conditions for certain types of farm products was voiced in recommendations adopted by agricultural leaders attending the regional conferences on the new soil conservation program held during the early part of March at New York City, Chicago, and Salt Lake City.

The recommendations were contained in reports developed by special committees considering marketing problems as related to the soil conservation program, and involved the marketing needs of the dairy, poultry, fruit, and vegetable industries. These committees included among their membership, representatives of regional and local producer groups, farm leaders, representatives of State departments of agriculture, and other State agricultural agencies.

Interest centered around marketing agreements, purchases of surplus agricultural commodities for relief distribution, encouraging export trade, and diversion of farm products from normal channels of trade to new uses.

At the regional conference in New York the committee considering marketing problems as related to the soil conservation program recommended "the continuation and extension of dairy marketing agreements as one of the soundest long-time methods of stabilizing the dairy industry." Its report stated that "these agreements should be so drawn as to encourage the growth and development of producer owned and controlled cooperative marketing organizations."

The report also recommended the continued purchases of dairy products for relief purposes, emphasizing that in ad-

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FLOOD AREAS RECEIVE FOODSTUFF SUPPLIES

Federal Surplus Commodities Corpora- tion Donates Food to Flood-Stricken States for Relief Use

A total of 410 carloads of foodstuffs, equivalent to over 11,267,000 pounds, has been shipped by the Federal Surplus Commodities Corporation to 8 States in the northeastern flood-stricken area up to April 1. These products were in addition to the 37,100,000 pounds of foodstuffs already in the flood territory ready for relief distribution on March 21.

The commodities shipped to flood-stricken areas represent purchases of surplus agricultural products by the Agricultural Adjustment Administration with funds made available for that purpose. These products are donated to the State relief agencies for distribution to the needy. The 410 carloads of foodstuffs were shipped to Connecticut, New Hampshire, Massachusetts, Maine, New York, Pennsylvania, Ohio, and West Virginia.

Commodities shipped to States in this group are: Rolled oats, 7 carloads, 280,000 pounds; vegetable soup, 3 carloads, 194,370 pounds; cabbage, 30 carloads, 720,000 pounds; carrots, 6 carloads, 144,000 pounds; grapefruit, 10 carloads, 300,000 pounds; apples, 190 carloads, 4,560,000 pounds; onions, 40 carloads, 1,000,000 pounds; turnips, 5 carloads,

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28 Million Bushels Wheat Exported Under Terminated Northwest Pact

A marketing agreement put into effect in 1933 for the orderly disposal of a large wheat surplus existing in the northwest area was terminated by the Secretary of Agriculture effective April 1.

Authority was given in the agreement for formation of the North Pacific Emergency Export Association for the exportation of approximately 25,000,000 bushels of surplus wheat and flour to foreign countries, with payment by the Secretary to exporters who incurred losses in carrying out the provisions of the agreement.

From October 1933 to December 1934, a total of 21,843,829 bushels of wheat and 6,536,376 bushels of wheat in the form of flour, were exported under the agreement. Differential payments made to exporters by the Secretary totaled \$6,101,479.

Termination of this agreement will expedite settlement of the transactions conducted under its provisions. The agreement became effective October 11, 1933.



JESSE W. TAPP, *Director*

BETTER MARKETING is issued as a means of communicating to workers and cooperators of the Division of Marketing and Marketing Agreements information relative to the Division's activities under the Agricultural Adjustment Act and related Acts.

UNITED STATES DEPARTMENT OF
AGRICULTURE

AGRICULTURAL ADJUSTMENT ADMINISTRATION
Washington, D. C.

NATHAN KOENIG, *Editor*, BETTER MARKETING

REGIONAL GROUPS ACT

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dition to having been the means of removing burdensome surpluses from the market, this program "has resulted in furnishing to those in need necessary elements for growth and health in a most economical and palatable form."

More intensive study on the handling of surpluses of agricultural products under the provisions of section 32 of the amendments to the Agricultural Adjustment Act, approved last August, was urged.

Relief purchases of poultry products under section 32 were recommended as a means of aiding the poultry industry.

In the fruit section of its report, the committee recommended that the Department of Agriculture investigate the possibilities of further increasing exports through use of section 32. In this connection the committee said: "We believe, however, that efforts in this direction should be made with caution and in cooperation with the nations to which these products are shipped, in order to avoid the possibility of retaliatory measures."

A study of the possibilities for further diversion of low-grade fruits into fruit juices and other byproducts was recommended. The report commended the policy of purchasing surplus fruit products for relief purposes, and urged that insofar as possible such purchases be made in the regions in which the products are to be consumed.

Referring specifically to marketing agreements, the New York report said: "In view of the success that has attended the use of marketing agreements in many areas of the country we recommend that our fruit and vegetable communities be informed of the results of efforts along these lines. Provision should be made upon the growers' request to prepare a marketing agreement after careful analysis of the locality and the commodity. Consideration should be given to the use of these agreements for specialized crops including potatoes and canning crops. An educational program should be initiated without delay by appropriate agencies to acquaint producers of all fruits and vegetables with the possibilities of marketing assistance through market agreements."

At the regional meeting in Chicago the committee on special crops recommended "that where positive and constructive aid not contrary to the purposes of the Soil Conservation Act may be rendered to special crops through marketing agreements and orders under the Agricultural Adjustment Act, such action be taken under the terms open to producers."

Agricultural leaders at the Salt Lake City regional conference adopted a special crops committee report which included recommendations for further development of marketing agreement programs, and the development of programs for the diversion of surpluses from normal channels of trade for relief distribution and other uses which will increase domestic consumption and increase exports.

The conference suggested that land-grant colleges, agricultural extension services, State departments of agriculture, Smith-Hughes teachers, and farm organizations engage in an educational program for the purpose of acquainting farmers with the facilities available under Federal laws for use in improving agricultural conditions.

A. A. A. BUYS SURPLUS APPLES FOR RELIEF

Apple Industry Requests Aid in Disposing of Surplus Storage Stocks

At the urgent request of growers and shippers an apple-purchase program has been developed by the Agricultural Adjustment Administration in order to reduce the large surplus now in storage. The quantity to be included will probably exceed the 1,500 cars already distributed by State relief agencies in cooperation with the Agricultural Adjustment Administration during the past 3 months. Purchases will be made in the important producing States and distributed to families on relief rolls.

This purchase program appears to be the only feasible method for meeting present distressing market conditions for apples. The apple industry should consider whether steps can be taken before the 1936 marketing season to prevent a recurrence of this situation through the adoption of a marketing program designed to meet fundamental problems.

The 1935 crop, 168,465,000 bushels, was relatively large as production averaged about 152,000,000 bushels during 1930-34. From 1917 to 1931 production was fairly stable at about 165,000,000 bushels. The per-capita consumption of apples has decreased approximately 20 percent during the past 15 years. During these years citrus fruits and pears have become strong competitors of apples. The combined production of oranges and grapefruit in 1934-35 amounted to 86,300,000 boxes, the largest on record. The per-capita consumption has increased about 45 percent during the past 15 years. With only average weather conditions the combined production from existing acreage may be expected to exceed 80,000,000 boxes, and in a favorable year may go close to 100,000,000 boxes.

FLOOD AREAS RECEIVE

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120,000 pounds; prunes, 7 carloads, 420,000 pounds; dried beans, 9 carloads, 450,000 pounds; dried peas, 21 carloads, 1,260,000 pounds; butter, 39 carloads, 748,800 pounds; eggs, 35 carloads (14,000 cases), 602,000 pounds; and flour, 8 carloads, 468,000 pounds.

In addition, the Secretary of Agriculture has authorized the purchase for relief purposes of 2,500,000 bushels of wheat produced in the Pacific Northwest, and 4,500,000 pounds of dry green peas grown in Washington and Idaho. Distribution of both will be through the Federal Surplus Commodities Corporation. The wheat will be distributed to the needy in States east of the Rocky Mountains, after it is milled into flour

The trend of pear production in the United States, which has been decidedly upward for the last 30 years, is likely to continue upward. Two-thirds of the production is now located on the Pacific coast and most of the new plantings are winter pears competing directly with apples.

Cold storage holdings have increased from 5,095,000 barrels on December 1 during 1916-20 to 10,174,000 barrels during 1931-34. The December 1935 stocks were 11,018,000 barrels, the second largest on record. Apples in storage on March 1, 1936, represented over 54 percent of the December stocks as compared to less than 48 percent during the previous 10 years.

While one-fifth of the commercial crop has been exported in some seasons, exports have declined since the depression because of a combination of unfavorable factors. The most important reason has probably been the raising of trade barriers in many countries, combined with smaller American apple crops, increasing competition from the fruit of other exporting countries, and reduced purchasing power in all importing countries. Exports of apples cannot be expected to expand much unless present trade barriers are modified.

Many believe that present surplus storage stocks may be due to packing and storing too much lower grade fruit. On the other hand, a restriction of the marketing of lower grades might prevent a substantial number of consumers with low incomes from purchasing apples. Certainly no fruit should be packed or stored which is likely to sell for less than cash costs incurred.

Dried and canned apples, cider, and vinegar have been important outlets for fruit of the lower grades. Prices paid vary greatly from year to year depending largely upon the quantity of fruit available for manufacturing. Several new products offer a promising prospect for commercial development which would not compete with fresh fruit.

The problems outlined above are only a few of those facing the apple industry. The financial situation of many growers is serious, and in some instances critical, due to unsatisfactory returns over a period of years. The rather favorable prices of 1934 were due to an unusually short crop, and are not likely to be repeated with an average production.

EXISTING LEGISLATION PROVIDES FOR CONSISTENT ATTACK ON PROBLEM OF AGRICULTURAL SURPLUSES

Agricultural Adjustment Act, Soil Conservation and Domestic Allotment Act, and Related Legislation Authorize Programs for Dealing With Farm Problems

The soil conservation, market expansion, surplus removal, and marketing agreement programs of the Agricultural Adjustment Administration, taken together, constitute a series of varied and yet wholly consistent attacks upon the problem of farm surpluses, a problem which has beset most groups of farmers at one time or another and in one way or another since 1920.

"Farm surpluses" represent a great variety of problems. Geographically, they may be purely local or they may be of regional, national, or even international proportions. From the standpoint of duration, such surpluses may include at one extreme a temporary market glut of a highly perishable commodity like strawberries, or at the other extreme a chronic accumulation of excessive supplies of products like cotton or tobacco which may be stored for several years. Between the two extremes is a variety of surpluses, seasonal, annual, or cyclical, involving in some cases only certain types and grades of commodities and in other cases entire groups of commodities.

CAUSES ARE VARIED

The causes that give rise to these numerous types of surpluses are equally varied. Unusually favorable weather conditions, with large per-acre yields and acreage expansion in anticipation of relatively good prices, are frequently the causes of seasonal or annual surpluses of many products. More troublesome surpluses are those due to such factors as the loss of export markets, prolonged reduction of consumer purchasing power such as experienced in recent years, or the over-expansion of dairy or beef herds and orchards or vineyards during years of favorable prices. Such surpluses are all too familiar to American farmers.

Less troublesome temporary market surpluses usually grow out of a lack of proper coordination of the marketing activities of growers and handlers rather than out of the more basic difficulty of production in excess of effective consumer demand.

In view of the varied nature and causes of farm surpluses it is obvious that measures designed to cope with them must take into account the characteristics of the many problems encountered. The provisions of the Agricultural Adjustment Act, of the Soil Conservation and Domestic Allotment Act, and of related legislation, authorize programs of action for dealing with many of these problems.

LAND WAS EXPLOITED

For generations the exhaustion or depletion of our natural soil resources has been all too characteristic of farming in the United States. For a time this was the "economic" procedure to follow, since it was continuously possible to push on to an extensive frontier and exploit new fertile acres. More re-

cently, economic pressure through low prices and lack of alternative opportunities, has forced large groups of farmers to exploit and deplete the fertility of their farms while they engaged in their individual races to offset low prices by expanding production or maintaining it at unwarranted levels.

The production-adjustment programs under the Agricultural Adjustment Act made it possible for American farmers to cooperate for the first time in a large-scale effort to bring about a better balance between their production and the requirements of domestic and export markets.

Likewise, the new soil conservation program will serve the double purpose of conserving and building up our natural farm resources and of temporarily curtailing the acreage of many soil-depleting crops for which markets are more limited now than in former years. It is obvious that such a program of conservation if generally followed will benefit not only present-day farmers but also those of the future and will place American agriculture in a better position to compete effectively in supplying foods and fibers for domestic and export markets in the years ahead.

MARKETING AIDS

Marketing-agreement programs authorized by the Agricultural Adjustment Act as amended, enable producers and handlers, by cooperative action, to deal more effectively with many marketing problems. For fluid-milk producers these programs primarily provide for producers to receive uniform prices calculated on a classified basis according to the use made of the milk. They also make it possible to distribute equitably among all producers and handlers the burden of the lower level of prices for surplus milk or cream necessarily prevailing in fluid milk markets.

Marketing-agreement programs developed by several groups of fruit and vegetable producers and handlers have been designed to effect greater stability of prices at levels somewhat higher than would otherwise prevail. Temporary withholding of surpluses from the market by regulating total shipments or shipments of particular sizes and grades has been one means of bringing about improved returns to growers. In connection with two of these agreements, a portion of the surplus has been pooled and diverted into byproduct or export channels.

These marketing-agreement programs for fluid-milk, fruit and vegetable producers are in large measure supplementary to previous marketing programs which have been developed in part by producers cooperative organizations or by those organizations in cooperation with independent handlers. The provisions of the amended Agricultural Adjustment Act authorizing the Secretary to issue orders to enforce marketing agreements make it

possible under certain conditions to require all handlers to participate in a marketing program necessary in order to benefit producers, when the producers have approved issuance of such an order.

SURPLUS REMOVAL

Although not generally applicable to all commodities, effective marketing-agreement programs coupled with purchases of surpluses for donation to unemployed consumers or with diversion of surplus products into byproducts or export markets, are quite effective in dealing with many serious surplus situations. In some instances, however, such programs may fall far short of a final solution of the problem, as in case, for example, submarginal orchards must be removed before any reasonable balance between supplies and market requirements is effected. Pending such an adjustment, however, the marketing-agreement and surplus-diversion programs may be quite effective in improving returns to producers.

Efforts to regain or expand domestic and foreign markets for American farm products are not inconsistent with a program designed to conserve soil resources and bring about better-balanced farming on the 6 million farming units in this country. We have become all too familiar with the situation in which large groups of our population go undernourished and improperly clothed, while at the same time a large proportion of our farmers are impoverished by their inability to sell the products of their farms at reasonable prices.

FEEDING THE NEEDY

Experience of the past 3 years has demonstrated that in some instances it is feasible to make a direct attack upon this problem of loss of consumer buying power by purchasing surplus farm products and making them available to the underfed. This is advantageous to the underfed and to the producers alike, and obviously in the general public interest. No more dramatic example of the effectiveness of such operations could probably be found than the use of millions of pounds of beef, canned in late 1934 in connection with the drought-relief program, and distributed among persons suffering from the floods of early 1935. In the same way the producers of dairy products, fruits and vegetables, rice, beans, and other miscellaneous commodities have been substantially aided when surpluses of their commodities have been purchased and so disposed of as to bring about a net expansion in food consumption by large groups of unemployed and undernourished consumers. This method of dealing with farm surpluses has obvious limitations but as one phase of a broad program of surplus management it also has unquestionable advantages.

SEEKS NEW OUTLETS

Another method of expanding domestic markets for some products is the development of new byproducts or other outlets not heretofore used. In some instances it is possible to make a portion of the supply available for these uses at prices lower than those received for the bulk of the supply in the normal outlets. A part of the supply may be segregated in some instances through a

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COTTON USE IN HIGHWAY BUILDING TO BE TESTED

States Will Be Supplied With Fabric in Project to Find New Uses for American Cotton

Field tests of new uses of cotton in highway construction will be conducted under a project approved by the Secretary of Agriculture. The project provides for the diversion of manufactured cotton fabric for use as a reinforcement membrane in bituminous surface-treated highways, and for cotton mats for use in curing concrete highways.

The cotton materials necessary for conducting the tests will be furnished upon request to State highway departments. The program authorizes the purchase of about 80,000 cotton mats and sufficient fabric for a total of 1,000 miles of roads which would require in excess of 10 million square yards of fabric. Forms on which the States are to make their requests are being sent to the various State highway departments through the offices of the district engineers of the Bureau of Public Roads. The amounts of fabric actually purchased will depend upon the requests made by the States. All requests from States are to be made by May 1.

The project, which involves an allocation of \$1,300,000, will be financed with funds made available by section 32 of

the amendments to the Agricultural Adjustment Act, approved last August. This section appropriates 30 percent of the customs receipts to the Secretary of Agriculture for certain purposes, which include encouraging the domestic consumption of agricultural commodities by diverting them from normal channels of trade. Operation of the project in co-operation with State highway agencies will permit testing uses of cotton in highway construction on a widespread basis under all climatic conditions. If the results of these tests are as favorable as certain preliminary trials have indicated, these new fields of use would require large quantities of cotton in the future.

Detailed specifications and conditions of purchase have been announced by the Agricultural Adjustment Administration to facilitate bidding by manufacturers. Those manufacturers who wish to submit bids are requested to inform the Cotton Marketing Section of the Agricultural Adjustment Administration so as to insure the distribution of notices to interested manufacturers each time bids are called for.

FRUIT EXPORTS HIGHER TRADE FIGURES SHOW

Biggest Gain Made in Exports of Citrus Fruits to Canada Under Trade Agreement

A substantial increase in exports of fresh fruits from the United States to various foreign countries in 1935 compared with 1934, and a marked rise in exports of the same commodities to Canada in the first 2 months of operation of the reciprocal trade treaty with that country are shown in compilations of the Bureau of Agricultural Economics and the Bureau of Foreign and Domestic Commerce.

Several of the commodities, especially oranges and grapefruit, have figured in the marketing-agreement program of the Agricultural Adjustment Administration.

According to data of the Bureau of Foreign and Domestic Commerce, the value of exports of fresh fruits from this country in 1935 approximated \$43,473,000, compared with \$32,760,000 in 1934, and \$28,413,000 in 1933. Exports of peaches in 1935 increased 91 percent over exports in 1934 because of larger shipments to Canada, and exports of oranges increased 64 percent, while exports of apples and pears increased 14 percent.

Figures compiled by the Bureau of Agricultural Economics show that exports of fresh fruits to Canada during January and February 1936, the first 2 months of the reciprocal trade agreement between the United States and that country, were notably larger in nearly all lines of selected products. United States exports of grapefruit to Canada went from 78,640 boxes to 113,346 boxes; oranges from 358,753 boxes to 413,834 boxes, and apples from 6,571 bushels to 21,514 bushels. In the dried-fruit category, pear exports rose from 42,150 pounds to 48,865 pounds, and apricots from 93,750 pounds to 200,381 pounds.

In the canned-fruit class, apricot exports to Canada for the 2 months went from 536 pounds to 82,607 pounds, and pineapple exports from 39,800 pounds to 243,508 pounds.

Disease Program Helps Rid Herds of Infected Cattle

More than 1,178,000 cattle infected with tuberculosis and Bang's disease have been eliminated from herds throughout the country from July 1, 1934, to March 1, 1936, figures compiled by the Dairy Section of the Agricultural Adjustment Administration show.

During the period July 1934 to March 1, 1936, with funds provided by the regular Federal appropriation and the La Follette amendment to the Jones-Connally Cattle Act, a total of 41,207,384 tuberculin tests have been applied in 3,824,970 herds, and 491,801 reactors removed.

To date there are 38 States and the District of Columbia modified accredited for tuberculosis, which means a known infection of less than 0.5 percent. Testing work is progressing rapidly in the remaining 10 States.

Since the cooperative program between the Federal Government and the various States was inaugurated in July 1934, for combating Bang's disease in cattle, 7,399,568 tests have been applied and 686,450 reactors removed to March 1, 1936.

Returns Indicate Growers For Watermelon Program

Preliminary tabulation of the ballots cast by watermelon growers of the States of Florida, Georgia, South Carolina, and North Carolina during the meetings and referendum recently conducted on the proposed marketing-agreement program indicates that a substantial majority of the growers concerned favor adoption of the program. Meetings were held in the watermelon-producing districts by the Agricultural Extension Service in these States for the purpose of providing growers with an opportunity for registering their desires concerning the agreement and order.

Shippers of watermelons from the southeastern area also have the signature of the agreement under consideration at the present time. If the agreement is signed by shippers who handled at least 50 percent of the watermelons shipped from the southeastern area last season, it can be made effective for the coming marketing season.

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watermelons, and for gum turpentine and gum-rosin processors.

Licenses are in effect for distributors in the following milk sales areas: Battle Creek, Des Moines, Denver, Dubuque, Fall River, Fort Wayne, Grand Rapids, Kalamazoo, Greater Kansas City, Leavenworth, Lincoln, Louisville, New Bedford, Omaha-Council Bluffs, the Quad Cities, Richmond, San Diego, Sioux City, Topeka, Tucson, Twin Cities, and Wichita.

Marketing agreements are in effect for the dry-skim-milk industry and for Colorado fresh peaches.

EXISTING LEGISLATION

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marketing-agreement program equitably affecting all producers and handlers or by means of indemnity payments so devised as to divert a portion of the surplus into such byproduct outlets. Both methods of diversion are being used on a limited scale at present.

Expansion of export markets through payments of indemnities for losses, provision of export credits, and payments to producers on that portion of products domestically consumed, is also provided for in existing legislation. Specific projects involving direct and indirect encouragement to the exportation of Pacific Northwest wheat and flour, prunes, and walnuts have been put into effect. It should be recognized, however, that in many instances import duties, import quotas, and exchange restrictions raised by importing countries have constituted such obstacles that subsidies or other means of export encouragement are of little or no benefit. It is true, however, that full and well-balanced recovery in American agriculture depends in part upon a recovery of foreign markets at reasonably satisfactory prices. Hence any effective means of accomplishing this end either by direct measures with particular products or by indirect methods looking toward reestablishing the volume of international trade, are of vital importance to American farmers.

Future programs will no doubt place varying degrees of emphasis upon the various approaches to the problems which are now being followed. Current programs combined with more extensive research in marketing problems and the management of surpluses will point the way toward more effective handling of farm surpluses in the future.